UEF news

APRIL 1937

Published by · UNDERWOOD ELLIOTT FISHER COMPANY · NEW YORK

Socrates Was Right!

AREN'T there times when you get blue and consider yourself less fortunate than your fellowman beeause you must work for what you want? And aren't there so many things you want but whieh you must do without? You ponder—why must life be so easy for some and so hard for others?

Yes, it is true that at one time or another most of us have had these thoughts. To eseape the diseouragements in life, the worries and the disappointments, seemed too much to expect.

But haven't you notieed, too, that there have been moments of eestasy, moments of exaltation during whieh you have been stirred with joy and happiness? Moments—how well you remember them—when you would hesitate a long time before exehanging your lot in life for that of another. Moments in business such as the arrival of the telegram earrying the message that you were to go "On To London," or had won a gold wateh for your extra efforts. Moments sueh as the notifieation that you had been eleeted to the All Star Club, or had won a President's Reward of Merit eheek.

Many persons suffer from the penetrating poison of self-pity. To eonsider ourselves abused is a human failing. Yet always there are others mueh worse off than we are.

Soerates said that if all the misfortunes of mankind were plaeed in one publie heap, and everyone told that he must take an equal portion with others, most people would prefer to take their own and depart.

Doesn't that eome very near being the truth? Would you take in exehange for your own problems the hardships and burdens borne by any person whose eireumstanees are known to you?

This may be trite, eommon-plaee reasoning, but don't you believe that it does us good to get baek to the fundamental truths of life? We have all strayed so far from them that they ean bear repetition. And by their observanee you'll be a better salesman, Gunga Din!

Ye Editor

UEF news

VOLUME 4 NUMBER 10

APRIL, 1937

April, the fourth month of the English calendar year, hath 30 days. The Latin name for April was Aprilis, derived from the verb aperio, meaning to open.

Andrew Cerruti, *Editor*

Family Magazine of Underwood Elliott Fisher Company

Published monthly at

One Park Avenue, New York, N. Y.

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Great Britain WINS THE PRESIDENT'S TROPHY!

THE close of March brought the news that Great Britain had won the distinction of being awarded the sterling silver trophy presented by President Wagoner. It hardly seemed possible to the Domestic Sales Organization but the final figures proved that the British Lions' record-breaking March beat by a small margin the American Eagles' record-breaking March. The wreckers of records put up a good fight throughout the entire Coronation Contest—January ended practically in a tie, the United States Sales Organization nosed ahead in February, the end of March showed both selling organizations over quota. Final results brought Great Britain ahead of the United States by 4.2%! Sincerest congratulations are due to Mr. E. A. Trefzger and the prize-winning British Sales Organization!

By a happy coincidence Mr. E. A. Trefzger, Managing Director of the British Sales Organization, happened to be in New York when the final figures were available. President Wagoner awarded his trophy while Mr. Trefzger was in this country. A meeting was called in the Directors' Room, Department and Division heads were invited to attend the presentation of the trophy.

Mr. Wagoner called on the Executive Vice-President, L. C. Stowell, to speak as sponsor of the contest. Mr. Stowell congratulated Mr. Trefzger on the excellent showing made by the British Sales Organization, and complimented Mr. W. F. Arnold on the record-breaking March business in the domestic field. He concluded by saying: "To the victors belong the spoils. I wish it could be possible to cut in half this lovely cup. The British Sales Organization put up a fine fight, and they deserve the sterling silver trophy donated by Mr. Wagoner."

Mr. Wagoner then called upon General Sales Manager Arnold, who in extending his congratulations to Mr. Trefzger and the British Sales Organization, said: "The Domestic Sales Organization put up a grand battle right from the opening gun. Thanks are due every member of the American Eagles for the brilliant record made in March. This record-breaking month is a real landmark in UEF sales history."

Mr. F. D. Lehn, Manager of the

President Wagoner awarding the sterling silver trophy to E. A. Trefzger, Managing Director, Underwood Elliott Fisher, Limited, which will be presented to the British Sales Organization by Mr. Trefzger.

Left to right: F. D. Lehn, E. A. Trefzger, L. C. Stowell, Executive Vice President and sponsor of the Contest; P. D. Wagoner, President, who donated the Trophy, and W. F. Arnold, General Sales Manager.

Export Department, then commented: "I am very proud of Emil's British Lions. I knew they could do it. I know that the President Wagoner Trophy will be excellently cared for by the entire British Sales Organization."

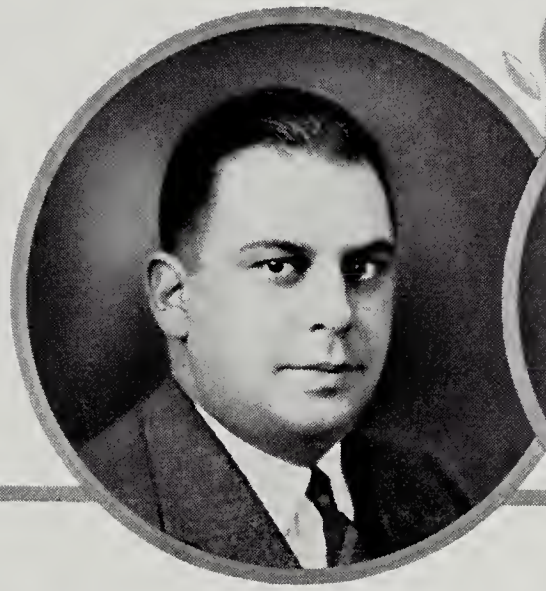
In making the award to Mr. Trefzger, Mr. Wagoner said: "It is with genuine satisfaction that I award this trophy to you and the British Sales Organization. It is gratifying to me that you made good your promise of a quota plus battle. Please extend my personal best wishes to each and every member of the British Sales Organization. This trophy is entrusted to your care for safe delivery in England: I hope that you and the cup have a pleasant crossing.

"To the United States Organization I extend my congratulations for the excellent performance throughout the contest, and particularly in the month of March. I am sure that the results of the first quarter augur a year of successful achievement."

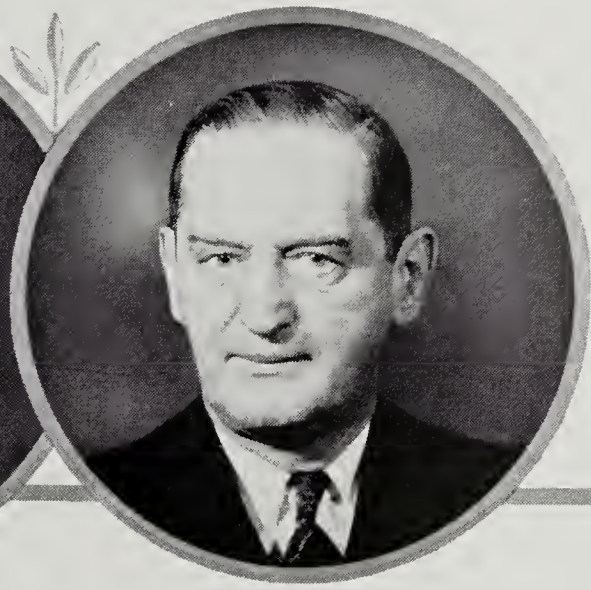
"It is a signal honor for me to accept this handsome trophy in behalf of the British Sales Organization," Mr. Trefzger replied. "We shall cherish it as a symbol of your esteem and it shall be our visible incentive to strive for even better sales records. Today I received a report that April is off to a very good start. No doubt the spirit engendered by the contest will prove beneficial throughout the year. I cannot resist telling my American colleagues that the main dish at the Victory banquet will be Roast American Eagle. Notwithstanding, I repeat my cordial welcome to the two winners of the trip to London. I assure them a regal reception and guarantee them the time of their lives."

The group witnessing the award of President Wagoner's Trophy included, in addition to the five previously mentioned: C. S. Duncan, E. R. Baines, G. H. Crossan, R. B. Gentes, M. A. Seely, H. J. Crewdson, W. F. Oswald, W. H. Blaney, C. Jungbluth, A. Jensen, J. A. B. Smith and C. H. W. Ruprecht.

Chicago office celebrates Sea's victory . . . and congratulates two watch winners, F. C. Snow and W. F. Arndt. Adding Machine Salesman Pomerantz is dressed to represent a British diplomat welcoming Mr. Sea to London.



B. H. Moreland



P. N. Sea

Moreland AND Sea WIN TRIPS

NEW YORK CITY'S B. H. Moreland and P. N. Sea of Chicago earned the privilege of sailing "On To London" as the result of winning the two trips which were offered as first prizes in the UEF International Sales Contest.

These two happy recipients of the congratulations of their business associates and friends will sail from New York on April 28th. They will board the S.S. President Harding for a leisurely ocean voyage to Plymouth, then a short trip through the British countryside to London. While in London they will be quartered at the famous Imperial Hotel.

Theirs will be the pleasure of witnessing the splendid pomp and glamour in connection with the activities of the historic rite of the Coronation. The impressive and glamorous cavalcade will be a happy, life-long memory.

The S.S. President Harding of the U. S. Lines is extremely modern from stem to stern. Designed and built to include every modern hotel and club comfort on the ocean, it offers our travelers a holiday characterized by unusual luxuries; service of the finest variety, marvelous facilities for sports, and a long list of popular diversions. They can lounge in comfortable deck chairs and watch the colorful changes of the sea and the sky. The writing room and library will prove pleasant retreats for the simple joys of writing and reading. They will enjoy the atmosphere of agreeable informality and rare charm. They will march in the dining salon to enjoy the choicest variety of foods. They will like the staterooms which are unusually large and equipped with real beds, full length wardrobes, mirrors and electric fans. To Salesmen Moreland and Sea this ocean voyage will mean complete freedom and relaxation, friendly associations and homelike hospitality.

Mr. E. A. Trefzger, Managing Director of Underwood Elliott Fisher Ltd., has promised the two UEF Ambassadors of Sales a cordial reception. While in London they will find out about Soho, Piccadilly, Charing Cross, Hyde Park, and the countless places of historic interest so well known and so intriguing to the Americans who have longed for just such an opportunity of visiting London.

Interesting details of their trip, their stay in London, and their return will be given you in early issues of the UEF News.

•

WATCH AWARDS

THE twelve Branch Managers and the twelve Salesmen who were successful in acquiring the Coronation watches were notified by telegram by W. F. Arnold, General Sales Manager. They were offered the choice of Hamilton or Waltham pocket or wrist watches.

The winners who will cherish the lifelong souvenirs of the Coronation Contest are:

BRANCH MANAGERS

Atlantic District
- C. L. Minton.....Hartford
- J. N. Tyndall.....Providence

Eastern District
- W. R. McDowell.....Charlotte
- J. A. McComas.....Baltimore

Central District
- G. R. Windsor.....Akron
- L. S. Webster.....Pittsburgh

Western District
- F. C. Snow.....Chicago
- C. R. Oehler.....Rockford

Pacific District
- M. M. Shaver.....El Paso
- F. H. Hall.....Salt Lake City

Southern District
- W. C. Welch.....Oklahoma City
- J. L. Videau.....New Orleans

SALESMEN

Atlantic District
- J. F. Quinn.....Providence
- C. H. Seibert.....Albany

New York District
- *B. H. Moreland.....New York
- R. M. McCleary.....New York

Eastern District
- E. Furfey .....Philadelphia
- R. C. Spotts.....Harrisburg

Central District
- W. J. Modrack.....Detroit
- G. L. Hamilton.....Pittsburgh

Western District
- *P. N. Sea.....Chicago
- W. F. Arndt.....Chicago

Pacific District
- F. W. Otto.....San Francisco
- J. B. Rodgers.....Los Angeles

Southern District
- L. P. Bahan.....New Orleans
- H. C. Hart.....Houston

*Winners of the trip to London.

THE Coronation Contest ended in a blaze of glory. It brought pleasure to every participant in the knowledge of a task well performed. It brought a successful first quarter for the year of 1937. It brought faith and courage and the prospect and assurance that the balance of this year will be a period of success.

BRANCH MANAGERS WHO WON GOLD WATCHES . . . Starting at the top of the dial we find: (Atlantic District) C. L. Minton, Hartford, first prize; J. N. Tyndall, Providence, second prize: (Eastern District) W. R. McDowell, Charlotte, 1st prize; J. A. McComas, Baltimore, 2nd prize; (Central District) G. R. Windsor, Akron, 1st prize; L. S. Webster, 2nd prize; (Western District) F. C. Snow, Chicago, 1st prize; C. R. Oehler, 2nd prize; (Pacific District) M. M. Shaver, El Paso, 1st prize; F. H. Hall, 2nd prize; (Southern District) W. C. Welch, Oklahoma City, 1st prize, and J. L. Videau, New Orleans, 2nd prize.

SALESMEN WHO WON GOLD WATCHES . . . Reading from the top of the dial we see: (Atlantic District) J. F. Quinn, Providence, 1st prize; C. H. Seibert, Albany, 2nd prize; (New York District) R. M. McCleary, New York, 2nd prize; (Eastern District) E. Furfey, Philadelphia, 1st prize; R. C. Spotts, Harrisburg, 2nd prize; (Central District) W. J. Modrack, Detroit, 1st prize; G. L. Hamilton, Pittsburgh, 2nd prize; (Western District) W. F. Arndt, Chicago, 2nd prize; (Pacific District) F. W. Otto, San Francisco, 1st prize; J. B. Rodgers, Los Angeles, 2nd prize; (Southern District) L. P. Bahan, New Orleans, 1st prize, and H. C. Hart, Houston, 2nd prize.

Chicago BUSINESS SHOW

UNUSUALLY LARGE ATTENDANCE ATTRACTED TO UEF EXHIBIT!

KEEN interest was evidenced by the Middle West business world in the first Chicago National Business Show since 1931. It opened March 22nd at the Stevens Hotel Exhibition Hall and for a week was filled by an unusually good attendance of interested persons.

The Underwood Elliott Fisher exhibit was the center of interest because of the many unusual features which were on display in addition to the full line of typewriters, accounting machines, adding machines and supplies.

The big feature of the show, originated by F. C. Snow, was the reproduction of the modern office in the UEF booth. Barney Stapert acted in the role of office executive and dictated letters to six honor students selected from representative business schools and commercial high schools throughout the city of Chicago. While the students transcribed their letters, Mr. Stapert carried on an interesting talk on the advantages of our noiseless and standard typewriters. This unusual feature drew a great deal of comment and proved interesting to all spectators.

Besides the demonstrations in speed and accuracy on the typewriter which were expertly presented by Barney Stapert, the center of interest focused on the giant Underwood and the giant Underwood Sundstrand machines. These two unusual features were the source of a constant flow of traffic to the UEF exhibit.

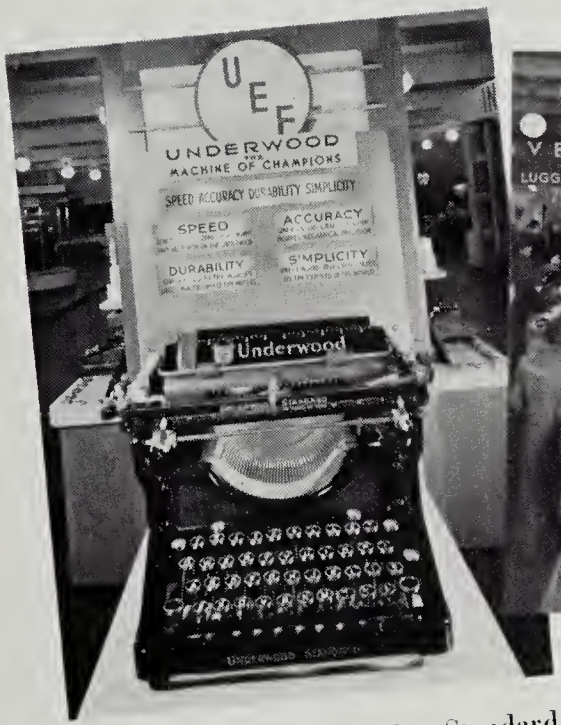
The exhibit contained a display of actual forms and accounting machines set up to give demonstrations of the methods used in handling today's payroll problems, especially emphasizing the deductions to comply with the Federal and State Social Security and Unemployment Insurance Laws.

Display stands were conveniently placed so that visitors could try out the Underwood Standard, Noiseless Standard, Portables, and Underwood Sundstrand adding machines. Also, there was a sufficient number of desks and stands where operators and prospective users could sit down and comfortably try out our various machines.

C. H. W. Ruprecht and the Publicity Division received much praise for so effectively presenting in a graphic way the story of Underwood Elliott Fisher leadership.

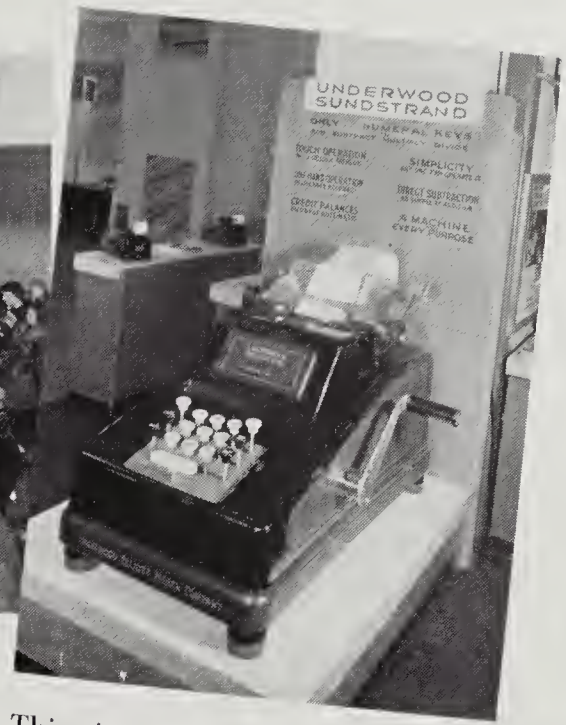
The Underwood Giant Typewriter at Atlantic City did its share to promote the Chicago Business Show. On it were typed letters to the Mayor of the City of Chicago, to the Chicago Board of Trade, to the Kiwanis Club and other civic and fraternal organizations extending an invitation to visit the Business Show and the Underwood Elliott Fisher exhibit of products which "speed the world's business."

The UEF Exhibit at the Chicago Business Show.



This huge replica of the Standard typewriter flashed messages about Underwood's speed, accuracy, durability and simplicity.

This view shows part of the throng watching Barney Stapert's demonstration of expert speed typing.



This giant replica of the Underwood Sundstrand was used to call attention to its simplicity, direct subtraction, one hand touch operation.

The Supply section of the exhibit.

Barney Stapert tells two fair visitors about the Underwood.

Another view of the UEF exhibit.

The Hit of the Show! Nine-year-old Marynell Haverton, of Chicago, adding machine prodigy, "strutting her stuff" on the Underwood Sundstrand.

The Jubilee Queen expresses her satisfaction with the Underwood Sundstrand.

Miss Loraine Ingalls, pretty Queen of the Charter Jubilee, views the huge Underwood.

Servicegrams

Last month we outlined some thoughts regarding THE CUSTOMER, *the first factor in a Service setup.*

In this issue, we wish to make similar reference to the second factor, THE MACHINE.

THERE can be no question as to what constitutes the foundation of our business. It is nothing else but the continued and increasing usefulness of the equipment which we manufacture, sell and service.

We must bear in mind that the buyer of mechanical office equipment today demands almost perfect results from the machine which he has bought or intends to buy. He is not interested in promises, he expects assured performance.

Keep the machine running smoothly and the customer will react accordingly.

When called to service a machine, our interest should lie not only in correcting the specific trouble at hand, but in the general satisfactory operation of that machine.

Checking and correcting vital adjustments prevent recalls. Recalls mean dissatisfied users and unnecessary Service expense.

•

At the same time, don't neglect necessary minor adjustments to the machine you are servicing. Neglected minor adjustments frequently develop into major troubles.

•

We fully realize that servicemen are busy, that other calls must be made, and that use of the machine must not be held up, or the customer will become disgruntled. However, it is always wise to correct apparent troubles at once rather than let them pass until the machine becomes thoroughly unsatisfactory and unfit to turn out perfect work.

•

Sell Maintenance Service Contracts. Machines covered by our Maintenance Service are invariably satisfactory machines, turning out perfect work. Such machines mean satisfied users and more sales of Underwood Elliott Fisher products.

During the year 1936, fifty-seven members of our Service Department were transferred to the Sales Department.

It was by far the outstanding year for such an accomplishment.

The following figures indicate past records of transfers from Service to Sales:

1931	1932	1933	1934	1935	1936
8	5	16	16	37	57

The transfers were made because of merit and ability on the part of the men in question. Their mechanical knowledge especially fits them to sell our product, and their experience in selling service is a solid foundation on which to build.

Each of these men, as well as the Service Organization as a whole, is to be complimented on this splendid record.

•

George Bender is visiting the branches in the Pacific District delivering talks at each branch pertaining to service on all typewriters. His is not a training course but a check-up to give typewriter men the benefit of his wide experience in remedying certain customer difficulties—the solution of which the men in the field may not be familiar with. These informal talks will bring servicemen up to date on improvements and adjustments. Mr. Bender's itinerary includes visits to Denver, Salt Lake City, Boise, Butte, Spokane, Seattle, Portland, San Francisco, Sacramento, Fresno, Los Angeles, San Diego, Phoenix and El Paso. The sub-branch typewriter service men visit their respective branch offices during the period Mr. Bender is there.

In spite of Mr. Bender's comparatively short stay in each branch, managers are enthusiastic in their expressions of the good resulting from Mr. Bender's visit. Particularly, they endorsed Mr. Bender's instruction in enabling service foremen to operate with greater efficiency and economy through the use of the best possible methods of routeing servicemen, filling out reports, and the short cuts valuable to every service foreman.

SUPPLY NOTES

THE Supply Division's new Combination Coupon Book which was announced last month proved the source of many favorable comments from the entire selling organization. According to N. D. MacLeod, Sales Manager of the Supply Division, many commission checks for the month of March were larger as a result of sales made of the new Combination Coupon Book. Salesmen were quick to recognize the advantages offered by the Combination Coupon Book as a simple way to sell a complete line of supplies to all users of machines.

In doing your part to help make April the best supply month on record remember to make the most of these figures:

Unit	Value	Cost	Commission
One book...	$12.00	$ 9.84	$1.50
Three books.	36.00	27.00	4.00
Six books...	72.00	48.00	7.00

It is to your advantage to sell at least one book a day. Carry them and show them to your prospects on every call. Remember—you can sell the new Combination Coupon Book and make the delivery on one call!

•

THE appointment of Mr. M. C. Barber to the post of Sales Manager of Neidich Process Division of Underwood Elliott Fisher Company was announced by E. W. Curtis, Jr. Mr. Barber, who is well known in the Company, now is in charge of retail domestic, wholesale domestic and export sales.

Congratulations, Mr. Barber!

•

There is no sickly sentiment about service; it is simply sound economics:

Little Service — Little Reward — Big Sales Resistance.

Big Service — Big Reward — Little Sales Resistance.

With a bow to ESQUIRE

"More darn fun! Just take a peck at that Underwood and see how easy it works!"

DISTRICT

ATLANTIC

Hartford

It was with real sorrow that Branch Manager Minton informed us of the death of Howard J. Grimm on April 3rd. "Shorty" Grimm's death was due to a heart attack. He joined the Company in 1910 and with the exception of the period of time he was enlisted in military service rendered faithful service during the years of his employment.

A man of sterling character, modest, kind, and considerate of others, Mr. Grimm had a host of friends. To those who survive him, the deepest sympathy of the entire Company is extended in their bereavement.

Providence

Salesman Morrison sold the City of Providence an Underwood typewriter equipped with Old English type. It is used for typing the name of the graduates on all diplomas. According to Frank A. Page, Director of Business Affairs, Department of Public Schools, approximately 1,800 diplomas are filled in each year on their Underwood. He estimates that they are saving twenty-five cents on each diploma.

EDITOR'S NOTE: With the approaching graduation season this story of an unusual application for an Underwood with Old English type seems to be an excellent means of informing the schools in *your* territory of this time-and-money-saving plan.

—Associate Editor Tyndall

SOUTHERN

Nashville

The country territory has been taken by Al Hedges. It was held by Dick Meadows who resigned.

•

To Chattanooga sub-branch goes H. A. Hershey who was transferred from Tampa, Florida, office.

•

That old trusty typewriter salesman, Sam Hayes, of the Nashville office, has been hitting competition pretty hard during the past few months.

•

A new home paid for out of "earnings" is the reward of Bart Ferguson of the Knoxville office. We always thought there was a real reward in hitting the ball hard.

•

Congratulations to Accounting Machine Salesman Pittman for selling two Elliott Fisher 24" Double Cross-footer machines to H. G. Hill Grocery Company of Nashville. One competitor took the secretary of the company to an out-of-town installation. Another competitor was so sure of the sale that he has not yet realized he lost it.

The fact that an Elliott Fisher has served them faithfully for 15 years, the new model's flat writing surface with no handling of carbon paper, ease of collation of forms giving an original ledger and a carbon copy check stub were important factors influencing this sale. The machine is used on payroll work.

—Associate Editor Hickman

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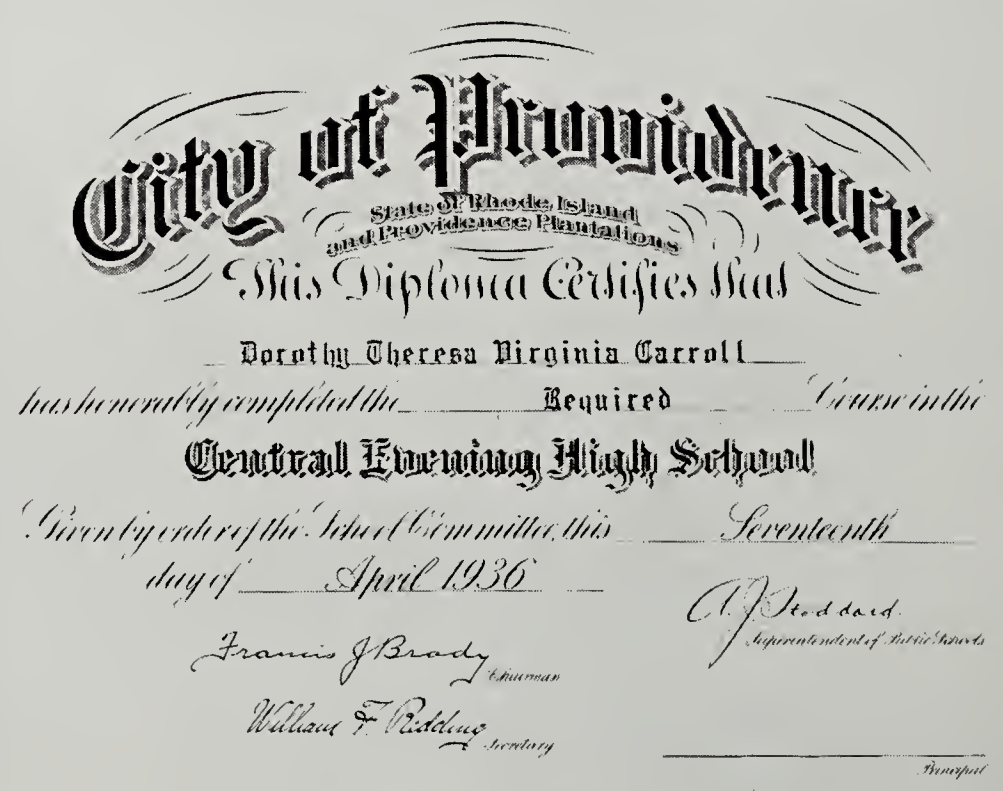
City of Providence
State of Rhode Island and Providence Plantations
This Diploma Certifies that
Dorothy Theresa Virginia Carroll
has honorably completed the Required Course in the
Central Evening High School
Given by order of the School Committee, this Seventeenth day of April 1936
Francis J. Brady, Chairman
William F. Riddling, Secretary
A. J. Stoddard, Superintendent of Public Schools
Principal

DOINGS

WESTERN

Omaha

The laurel wreath of accomplishment goes to J. W. Crowe for securing two of the largest orders ever given by any commercial house to any typewriter company in this territory in many years.

Typewriter Salesman Crowe sold the Woodmen of the World Life Insurance Association 27 Underwood Standard machines. The Guarantee Mutual Insurance Company purchased 15 Underwood Noiseless machines, one Standard model, and a Portable. All typewriters are to be used in their Omaha offices and it is interesting to note the fact that they are both nearly 100% Underwood. Mr. Crowe believes that a proper demonstration can defeat all competition and he is glad that the two companies saved money on their orders because the sales were closed before notice was received of the increased prices.

—Associate Editor Dennis

•

PACIFIC

Denver

We have inaugurated a plan for the use of adding machine salesmen on the Model 8142 Sundstrand. A form letter and literature is mailed to selected list groups of twenty-five possible prospects. The letter is addressed personally to the proper official. The day after the prospect has received the letter a salesman makes a call. In almost every case considerable interest has been aroused resulting in a most satisfactory interview.

•

Aside to W. H. Mitchell: Thanks!

COLUMBIA, S. C. . . . UEF booth at Convention of South Carolina Teachers Association held March 19. Miss Sweeney is shown at the left foreground; directly back of her is Mr. Bowdoin, Sub-branch Manager of Columbia, S. C.; on the right is Mr. Jack Spillane of the Portable Division; standing in the rear is Charlotte's Branch Manager, W. R. McDowell.

PACIFIC

Los Angeles

Santa Barbara Sub-branch Manager Bryant has been promoted to the position of Assistant Manager at Los Angeles in charge of the Adding Machine Division. W. O. Bryant has been with the Company since 1914. He joined our Service Department at Omaha and has served in various capacities, including selling accounting machines in Los Angeles. Accounting Machine Department Manager at San Francisco and for the past four and a half years has been in charge of the Santa Barbara sub-branch selling the full line of products. Mr. Bryant has had the distinction of being elected twice for membership in the All Star Club. He brings with him to his new work the good wishes of his many friends throughout the Pacific District.

•

Assistant Manager Zimmerman, who has successfully headed the Accounting and Adding Machine Divisions during the past year, will now devote his entire time to the Accounting Machine Division. Incidentally, this division is off to a good start in 1937 with over 100% of quota in January, over 200% of quota in February and almost 100% of quota in March.

•

To Ventura, in charge of the new sub-branch at that point, goes S. D. Cox. Mr. Cox was a member of the Service Department at the Long Beach Sub-branch office.

•

Downtown to the main branch territory comes J. E. Holloway who was in charge of the Hollywood office.

After an absence of a few years, I. A. Cleveland comes back to us to take charge of the Hollywood sub-branch. Twelve years of Mr. Cleveland's business career were spent with the Company; part of that time he was Manager of the Oklahoma City and Portland, Oregon, offices.

•

Raleigh Crist, brother of that old-time typewriter man, Walt Crist, of Butte, Montana, also will be stationed at Hollywood working Beverly Hills, Culver City and points west. This is Mr. Crist's first venture in the typewriter business. He says it looks good to him.

•

Formerly with the Company for fifteen years, William C. Joy returns to us in the capacity of salesman in the Southeast Los Angeles territory.

•

Ralph Call of the Service Department is promoted to a Typewriter territory in Southwest Los Angeles.

•

With close supervision and a strong organization the Los Angeles branch office hopes to wallop Old Man Quota in 1937!

—Associate Editor Johnson

•

About a year ago Barker Brothers Company of Los Angeles purchased one new Elliott Fisher machine, single crossfooter, direct subtracting for test purposes. This good E-F user went out to review the field of possible accounting machines to replace their rather old Elliott Fisher equipment.

After looking over the entire accounting machine field and observing the operation of their new Elliott Fisher for a year they found that our new machine was much faster than the old models they had and that the efficiency was greatly increased. Consequently, they again decided to standardize on Elliott Fisher, placing an order for one machine in November and an order for six machines in March making their total purchases to date eight new accounting machines.

The machines are being used for Customers' Accounts Receivable, Ledger, Statement and Proof Sheet.

—Associate Editor Lott

HOLLYWOOD . . . Billy and Bobby Mauch, 12-year-old identical twins, share honors in Warner Brothers' current film, "The Prince and the Pauper." They are enthusiastic users of the Underwood Portable.

Portland

With many years' experience as an accountant, credit man and related activities, Matt H. Hughes became a full-fledged accounting machine salesman. We are confident that ere the year has passed he will knock-out Old Man Quota for the count.

•

Manager Cruikshank of the Medford Sub-branch obtained an order for six Underwood Sundstrand machines—five 10140P and one 10240E—from the California Oregon Power Company. This utility company operating in southern Oregon and northern California thus acquires a total of 27 Sundstrand machines.

•

Typewriter Salesman Mather, who is also known as Senator Mather becomes the owner of another honorable title. He blushingly admitted he became a grandfather recently.

•

To celebrate the inauguration of the new Supply Combination Coupon Book the sales and service personnel were divided into two competitive groups known as the "Hot-Shots" and the "Dampers" for the promotion of this promising new item. At the end of the contest a joint feed will be held with the winners eating chicken and dumplings, and pork and beans for the losers.

—Associate Editor Ehrsam

•

Underwood Elliott Fisher Co.
Boise, Idaho

Gentlemen:

Please send us a box of carbon paper, same as sent us May 21st, 1936, your invoice No. P 42127 OZ-EFCO 215 black.

The letter head size will be all right, 8½ x 11.

We would also like to have a couple of clamps to fasten our typewriter onto the desk.

Yours very truly,

OREGON TRAIL LUMBER CO.

Have used carbon paper for years, but this is the best yet.

The above letter from the Oregon Trail Lumber Company should make Mr. MacLeod feel very happy. Not only does this company use our supplies, but it is also a 100% user of Underwood Typewriters.

—Associate Editor Salisbury

CENTRAL

Akron

To Salesman Wrentmore goes credit for an unusual sale to the De Luca Distributing Company of Akron, Ohio. Although the actual sale of the Sundstrand Class A, 24″ Front Feed Accounting machine could be credited with having been made a year ago, the actual order was not placed until this year.

When it was first attempted to obtain the order, the customer absolutely refused to purchase offering his reasons for not doing so. All efforts were abandoned finally and the matter rested for almost a year. A telephone call from the prospect reopened the deal and the sale was closed one evening after a standard demonstration in our office.

The customer is a distributor of beer and light wines. The installation involves not only the posting of accounts receivable but also distribution of charges, showing those made for beer, wine, and the containers. Also, credits for cash received, and containers returned. The container charges and credits are posted in total to the General ledger at the end of the period, to establish the liability for outstanding containers. The "B" register is employed to add Cash received and to afford a ready check on Bank Deposits. It is noteworthy that the liability phase on outstanding containers is one which is rather unique, and in the correspondent's opinion, it has not always received proper accounting treatment. If the outlined procedure is definitely established and followed there can be no question of the accuracy of this liability. The sale is interesting because it proves conclusively that it some times happens that the prospect is sold but is unable or unwilling to purchase at the time. For this reason a prospect should be followed until every possibility has been exhausted. It should be noted that sale was made by following the procedure outlined in the Sales Manual. The prospect came with his subordinates to our office, heard and saw the demonstration, responded affirmatively to the various points as brought out, and signed on the dotted line in spite of the efforts of a competitor.

—Associate Editor Windsor

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An enterprise, when fairly once begun, should not be left till all that ought is won.—*Shakespeare.*

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SAN FRANCISCO . . . Interesting exhibit of UEF products at the Public Schools Business Officials Convention held March 20, 21, and 22 at the Sir Francis Drake Hotel.

BOSTON . . . A view of the new offices at 211 Congress Street.

Public Relations

Through the courtesy of the Ford Motor Company we reproduce part of Mr. Cameron's one-hundredth talk on the Sunday Evening Hour which was broadcast over a nation-wide radio network.

IN THIS the one-hundredth talk of the Sunday Evening series, it may be appropriate to speak of what is known as "public relations." Business men and students frequently ask us questions concerning the technique of "public relations." This is a professional term used to describe publicity efforts by corporations to suggest or inspire favorable views concerning themselves. These efforts, directed by "public relations counsel," became conspicuous in this country about 30 years ago when a large corporation, finding itself the object of public suspicion and dislike, set out to give what it considered to be a more factual view of its character and operations. But the method is no longer exclusively used to propagate favorable views of corporations; it has been used by congressional investigating committees and other political powers to suggest or inspire unfavorable views concerning corporations. It is used also by labor unions and religious bodies and racial groups and various professions and even by governments for their purposes. At its worst it is sheer special pleading; at its best it gives the people facts that otherwise might be concealed or misstated by prejudice or misinformation.

The first and most immediate "public relation" of business is through what it sells — service or commodity. That speaks for itself, and to the daily user it speaks all the time. It tells more about a company than any press agent can write. A fairly accurate opinion can be formed about any concern by dealing with it. If there is ability in the management and honesty in the product and a determination to give the best possible value in service, the public comes to know that. If a concern is more eager to sell than to serve, more anxious about its own profit than its customer's equal profit from his purchase, the public comes to know that. In every bit of manufacture, every sale, every item of service, a business concern is inevitably creating, or its representatives are creating for it, public relations that no amount of propaganda for or against it can change.

THE WORD GAME

Courtesy of The New York Sun

TYPEWRITER: A machine producing printed characters as a substitute for writing.

April Test ..... **TYPEWRITER**

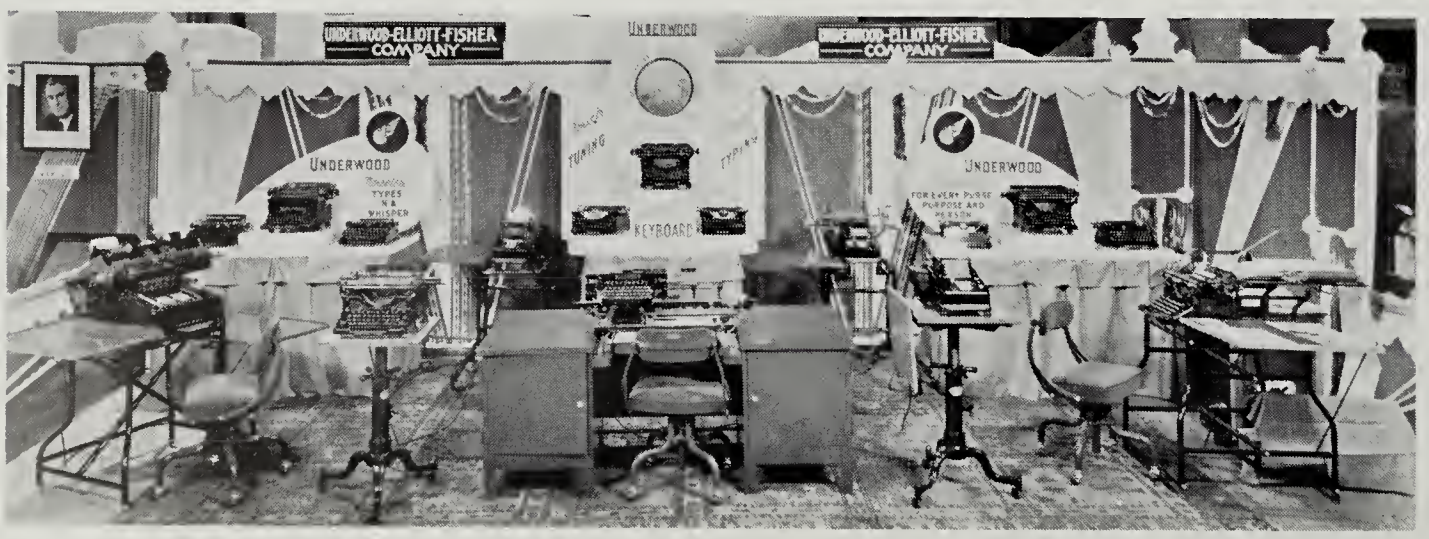
Average Mark ..... **25 words** **Time Limit** ..... **35 minutes**

At least twenty-five common English words of four or more letters can be found in the letters in TYPEWRITER. Can you find as many or more? The list will be published in the next issue.

RULES OF THE GAME—1. Words must be of four or more letters. 2. Words which acquire four letters by the addition of "s" such as "hats," "eats," "dies," "hers," are not used. 3. Only one form of a word is used. For example, either "pose" or "posed," not both; either "more" or "most," not both; either "they" or "them," not both. 4. When a noun is formed from a verb by adding "r" or "er," such as "poser," "finder," either the noun or the verb is used, but not both. 5. When an adjective is formed by adding an adjectival termination to another word, such as "worthy" from "worth," "poetic" from "poet," either the adjective or the word from which it is formed may be used, but not both. 6. Slang words are not used, nor words of foreign origin unless well established in English.

Last Month's Word, SERVICE

serve	vire
serec	reis
seer	reive
sere	revise
sever	rice
sice	risc
sire	rive
siver	cric
sieve	eves
serive	ever
veer	ere
versc	cerisc
vesc	crevis
vice	cries
vise	icer



The Peoria, Illinois, Business Show, held March 10, 11, 12 and 13, had 65 exhibits, including this attractive UEF display. During the four days about 8,000 visitors attended the Show.

A Laugh a Day . . .

KEEPS THE DOCTOR AWAY!

From time to time Ye Editor is asked why jokes are not used in the UEF NEWS. Do you want jokes each month? If so, will you be good enough to send in your favorite story, anecdote or tall tale. Your name will be used unless you specify otherwise.

TACTFUL

Conductor:—What are you doing with those towels in your suitcase.

Salesman (with presence of mind):—Oh, they are some I used the last time I was on this train. I had them washed and brought them back.

WARNING

Mother—Sonny, don't use such bad words.

Son—Shakespeare used them.

Mother—Well, don't play with him.

THIS'LL KILL YOU!

He—That little blonde danced that waltz with me with tears in her eyes. I wonder if she's sentimental.

She—No, you sap, she's a dancing teacher!

OUCH!

Proud Mother—Yes, he's a year old now and he's been walking since he was eight months old.

Bored Visitor—Really? He must be awfully tired.

CLOSE SHAVE

Captain—Why didn't you shave this morning?

Private—I thought I did, sir, but there were twelve of us using the same mirror this morning and I must have shaved some other guy.

"Your husband has just been run over by an automobile."

"Good Heaven, and he had the only list of the things we sent to the laundry last Monday."

DEADLY DEED

Farmer—Seems like I've been findin' an awful lot of dead crows in the fields lately.

Second Farmer—Yup, Joe Smith down the road made a scarecrow out of the duds his boy brought home from college and the birds been laughin' themselves to death.

UP SHE GOES

The aviator's wife was taking her first trip with her husband. "Wait a moment, George," she said. "I'm afraid we'll have to go down again."

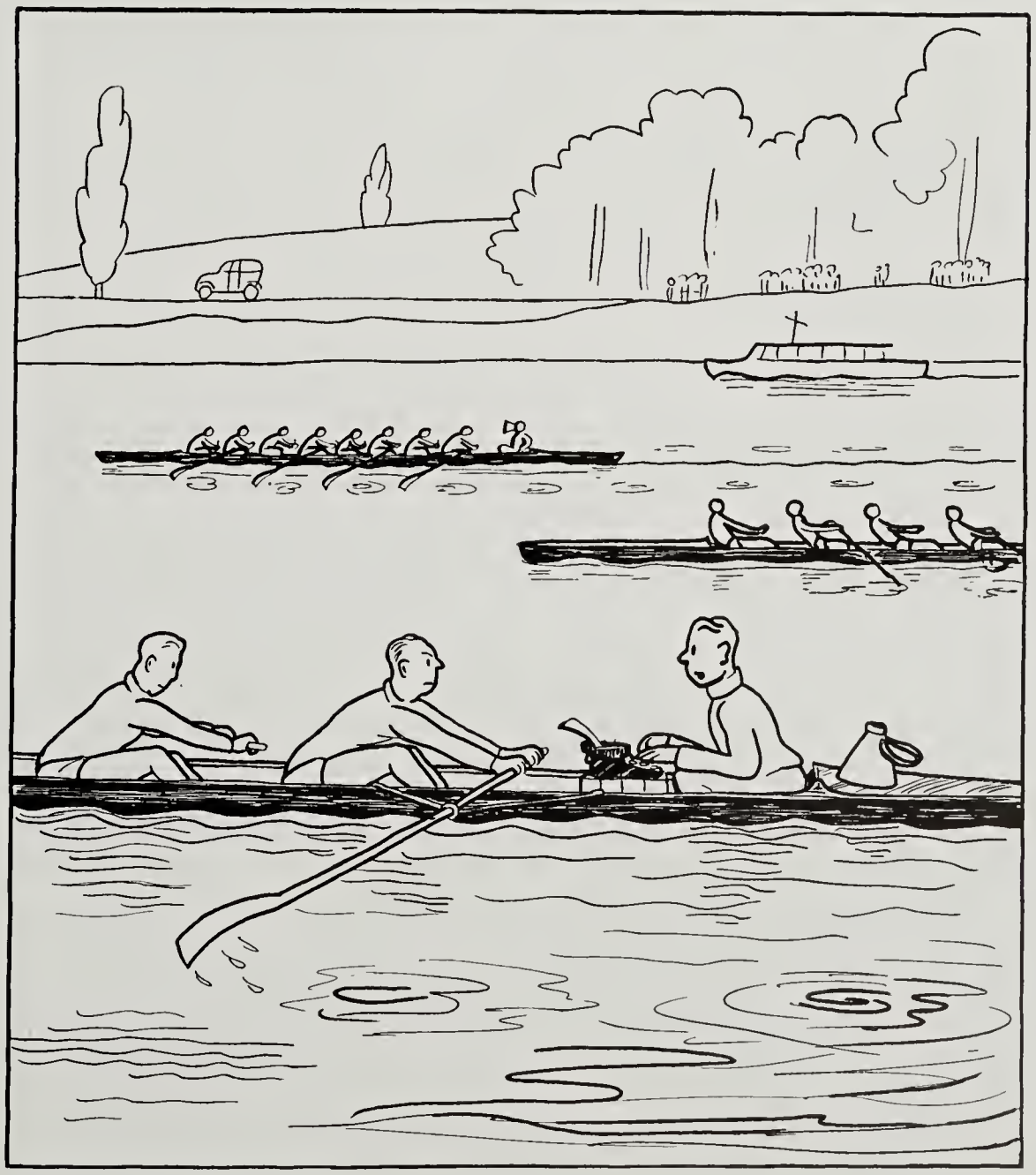
"What's wrong?" asked the husband.

"I believe I've dropped one of my pearl buttons off my jacket. I think I can see it glistening on the ground."

"Keep your seat, my dear," said the aviator. "That's a lake."

Beggar: Have you got enough money for a cup of coffee?

Salesman: Oh, I'll manage somehow, thank you.

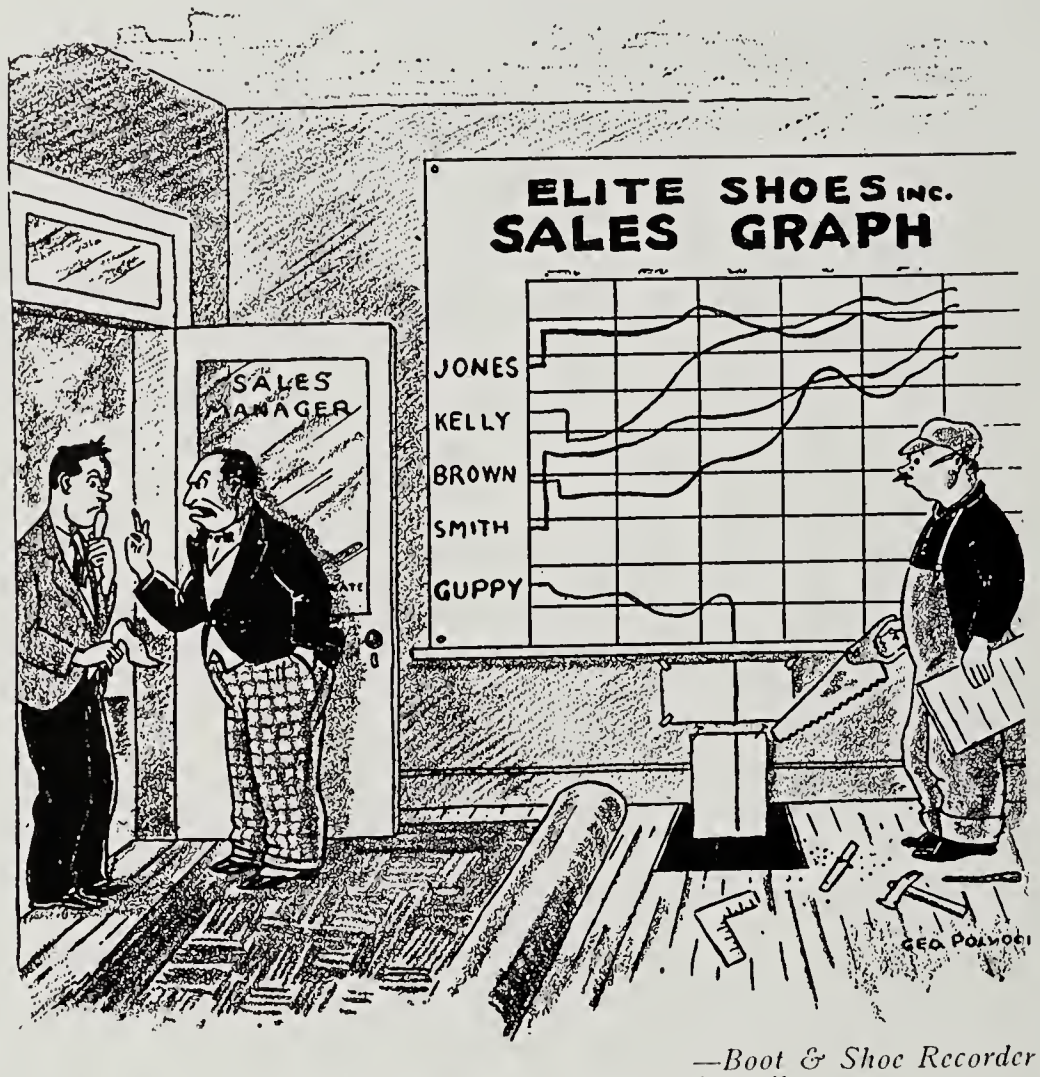


Courtesy of ESQUIRE

It's an Underwood Portable, if you must know. I've got to finish that theme.

DONOVAN *Solves* PROBLEM

WE are indebted to District Manager Snow for this amusing cartoon. We sympathize with poor Mr. Guppy but we are aware, too, of the problem which confronted J. D. Donovan, Sales Manager of the Accounting Machine Division. He had sales graph trouble, too, when he learned that March adding machine sales surpassed in volume all records in the history of the Company. Fortunately he found another graph sheet to paste on TOP of the present chart. A new supply of sheets has been ordered so that Mr. Donovan can be prepared to add to the Adding Machine Division's sales chart each month's increasing business.



—*Boot & Shoe Recorder*

"Tell Mr. Guppy to step in here."

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Service — George Bender.

Service School — M. W. Singiser.

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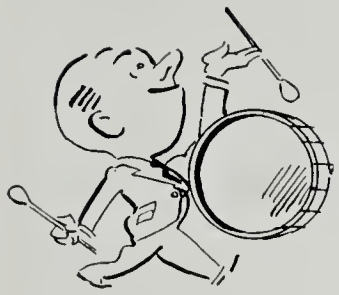
Export

F. D. Lehn.

Central Training School

Leo T. Osmon.



ON TO LONDON

MARCH

1. Southern
2. Pacific
3. New York
4. Central
5. Western
6. Eastern
7. Atlantic

THREE MONTHS

1. New York
2. Southern
3. Pacific
4. Central
5. Western
6. Eastern
7. Atlantic

MARCH

1. Hartford
2. Salt Lake City
3. El Paso
4. New Orleans
5. Portland, Ore.
6. Houston
7. Chicago
8. Jacksonville
9. Baltimore
10. Oklahoma City
11. Detroit
12. San Francisco
13. New York (AA)
14. Pittsburgh
15. Los Angeles
16. Akron
17. New York (Type.)
18. Rockford
19. Cincinnati
20. Denver
21. Boise
22. Birmingham
23. Atlanta
24. Philadelphia
25. Charlotte
26. Youngstown
27. Milwaukee
28. St. Paul
29. Cleveland
30. South Bend
31. Sacramento
32. Spokane
33. Harrisburg
34. Green Bay
35. Memphis
36. New Haven
37. Kansas City
38. St. Louis
39. Richmond
40. Dallas
41. Seattle
42. Louisville
43. Springfield, Mass.
44. Indianapolis
45. Peoria
46. Nashville
47. Newark (AA)
48. Des Moines
49. Providence
50. Phoenix
51. San Diego
52. Columbus
53. Washington
54. Rochester
55. Toledo
56. Davenport
57. Butte
58. Buffalo
59. Omaha
60. Fresno
61. Albany
62. Boston
63. Allentown
64. Grand Rapids
65. Scranton
66. Minneapolis
67. Portland, Me.
68. Syracuse

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MARCH

1.	R. M. McCleary	New York (AA)
2.	B. H. Moreland	New York (AA)
3.	W. J. Modrack	Detroit
4.	F. W. Otto	San Francisco
5.	E. Furfey	Philadelphia
6.	J. B. Rodgers	Los Angeles
7.	P. N. Sea	Chicago
8.	G. W. M. Fleming	New York (Type.)
9.	W. F. Arndt	Chicago
10.	R. S. Albert	Detroit
11.	R. W. Land	Portland, Ore.
12.	M. D. Sawrey	New York (Type.)
13.	W. C. Berg	Pittsburgh
14.	E. P. Ryan	Chicago
15.	L. P. Bahan	New Orleans
16.	D. Wodlinger	Chicago
17.	D. S. Reed	Denver
18.	W. D. Johnson	New York (Type.)
19.	C. W. Andrus	Salt Lake City
20.	E. C. Atkerson	Birmingham
21.	C. Lamar	New York (Type.)
22.	E. J. Schoch, Jr.	Hartford
23.	F. S. Roberts	Louisville
24.	H. C. Hart	Houston
25.	T. H. Paist	Philadelphia
26.	H. P. Williams	Pittsburgh
27.	E. A. Kuhlman	St. Louis
28.	G. L. Hamilton	Pittsburgh
29.	G. A. Druin	Los Angeles
30.	G. J. Husk	Pittsburgh

THREE MONTHS

1.	B. H. Moreland	New York (AA)
2.	R. M. McCleary	New York (AA)
3.	W. J. Modrack	Detroit
4.	P. N. Sea	Chicago
5.	B. B. Horwitz	New York (AA)
6.	M. D. Sawrey	New York (Type.)
7.	W. F. Arndt	Chicago
8.	C. Lamar	New York (Type.)
9.	L. P. Bahan	New Orleans
10.	F. W. Otto	San Francisco
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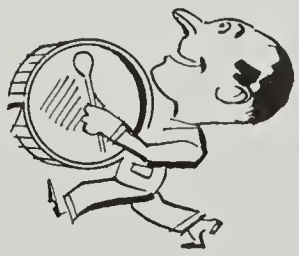
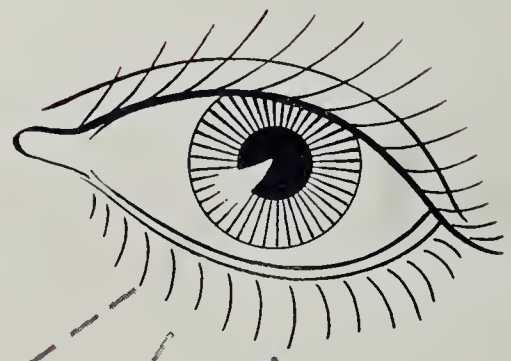
15.	W. C. Berg	Pittsburgh
16.	J. B. Rodgers	Los Angeles
17.	E. Kendall	New York (Type.)
18.	R. S. Albert	Detroit
19.	E. C. Mawley	New York (AA)
20.	R. W. Land	Portland, Ore.
21.	M. J. Carroll	New York (AA)
22.	H. J. Mitchell, Jr.	New York (Type.)
23.	L. D. Wrentmore	Akron
24.	W. E. Phillips, Sr.	New York (AA)
25.	G. Whitaker	New York (Type.)
26.	E. P. Ryan	Chicago
27.	E. Furfey	Philadelphia
28.	G. A. Druin	Los Angeles
29.	R. Shea	Los Angeles
30.	H. P. Williams	Pittsburgh

Salesmen Moreland and Sea Sail on April 28



"Typical operators featured in our advertisements will help to increase sales for Underwood Sundstrand machines."—W. F. ARNOLD.

They watch the WORK instead of the KEYBOARD



and look at the New Speed Figuring Records they're making

5182 ITEMS PER HOUR

Miss Lillian Dietchman, Underwood Sundstrand operator for a well-known fruit company, lists and adds at a rate of more than 86 items a minute. Note that she watches the work instead of the keyboard.

4368 ITEMS PER HOUR

Miss Roberta Taylor, Underwood Sundstrand operator for large mail order house, makes short work of the day's figuring. She watches the work instead of the keyboard.

4680 ITEMS PER HOUR

Miss Hazel A. Richardson, employed by a large New England retail establishment, gives a perfect example of Underwood Sundstrand Touch Figuring at high speed. She watches the work instead of the keyboard.

FORGING ahead rapidly and steadily on a sheer basis of demonstrated Performance . . .

Backing up advertised claims with repeated stop-watch tests that *prove* its speed, accuracy, durability and simplicity even to the satisfaction of the most skeptical . . .

Underwood Sundstrand continues to replace slow, complex, out-moded machines in all industries.

Underwood Sundstrand increases figuring production because of its condensed keyboard and its extreme ease of operation. There's not an unnecessary key on the keyboard. Column selection is automatic. Touch Figuring develops *naturally* after just a few hours' practice.

We would like you to decide for yourself just how much faster the Underwood Sundstrand is on your own work, in your own office, using your own operator. We believe you will find it to be 15% to 25% faster.

Why not get in touch with our nearest Branch office today? Every Underwood Sundstrand Machine is backed by nation-wide, company-owned service facilities.

Adding Machine Division
UNDERWOOD ELLIOTT FISHER COMPANY
Adding Machines, Typewriters, Accounting Machines, Carbon Paper, Ribbons and other Supplies
One Park Avenue, New York, N. Y.
Sales and Service Everywhere
Underwood Elliott Fisher Speeds the World's Business

Underwood Sundstrand
ADDING-FIGURING MACHINES

Copyright, 1937, Underwood Elliott Fisher Co.

15% *to* 25% *faster*

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